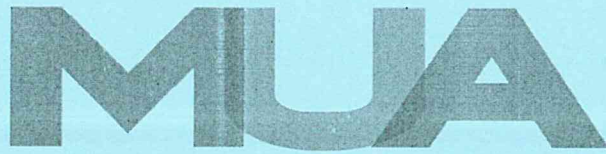


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UNDERGRADUATE UNIVERSITY EXAMINATIONS
SCHOOL OF MANAGEMENT AND LEADERSHIP
DEGREE OF BACHELOR OF MANAGEMENT AND LEADERSHIP

BMT 403: NETWORKING STRATEGIES

DATE: 25TH JULY 2017

DURATION: 2 HOURS

MAXIMUM MARKS: 70

INSTRUCTIONS:

1. Write your registration number on the answer booklet.
2. **DO NOT** write on this question paper.
3. This paper contains **SIX (6)** questions.
4. Question **ONE** is compulsory.
5. Answer any other **THREE** questions.
6. Question **ONE** carries **25 MARKS** and the rest carry **15 MARKS** each.
7. Write all your answers in the Examination answer booklet provided.

QUESTION ONE

Read the Case Study below carefully and answer the questions that follow:

The explosion in blogging, user reviews and feedback online has spawned “buzz” specialist who report on sentiment towards a brand. For example, established US market research company Nielsen has a Nielsen Online division which combines its net rating audience panel and Buzz Metrics to produce ‘brand maps’ which show clients such as Microsoft, P&G and Toyota how they (and Competitors) are viewed on relevant issues. New Media Age (2007) quotes Jonathan Carson, President of Buzz Metrics at Nielsen Online, as saying:

“There are billions of conversations online that we can tap into. Brands want to know whether the volume of discussion about them is going up or down and whether the sentiment is good or bad. For example, Nielsen Online showed US broadcasters that Lost and Desperate Housewives would be hits because the buzz they generated before they aired. It allowed them to focus on promoting those shows above others that weren’t being talked about”.

Alan Ault, MD of buzz research company WaveMetrix, comments that buzz metrics requires human interpretation to gauge the significance of the feedback generated by software scanning the web for positive neutral and negative comments. He says:

“The fact that you have been talked about 2% more than last month and may be sentiments is up 1% doesn’t mean a lot. It has to be interpreted and weighted towards reliable sources, as any research would be.

He suggests caution in paying too much attention to blogs, but instead specialist forums which are about a particular topic.

Required:

- a) Identify at least three ways you can use to network mentioned in the case study.

(3 marks)

- b) In reference to the case study, mention why blogging has its own demerits. (4 marks)
- c) What is the effect of conversations that are done online? (10 marks)
- d) Examine the importance of social networks. (3 marks)
- e) Narrate the importance of feedback in reference to the case study. (5 marks)

QUESTION TWO

- a) Formulate the differences between online PR and traditional PR. (8 marks)
- b) Write in regard to "time spent on networking" (3 marks)
- c) In order to improve networking skills, you need to assess your own network. Explain. (4 marks)

QUESTION THREE

Discuss some of the challenges in managing Internet marketing strategy which are commonly seen in many organizations. (15 marks)

QUESTION FOUR

- a) Citing examples assess, how do you prevent being a victim of social media fraud? (10 marks)
- b) Why should organizations be concerned when they give too much information. (5 marks)

QUESTION FIVE

- a) Evaluate key features of a Social Networking Site. (12 marks)

- b) There are two distinct types of difficult conversation, planned and unplanned:
Explain. (3 marks)

QUESTION SIX

- a) Imagine yourself as a leader of a certain organization and explain some key areas you would venture on to grow your networks (give examples). (15 marks)